

## DINNER WITH BELGIANS

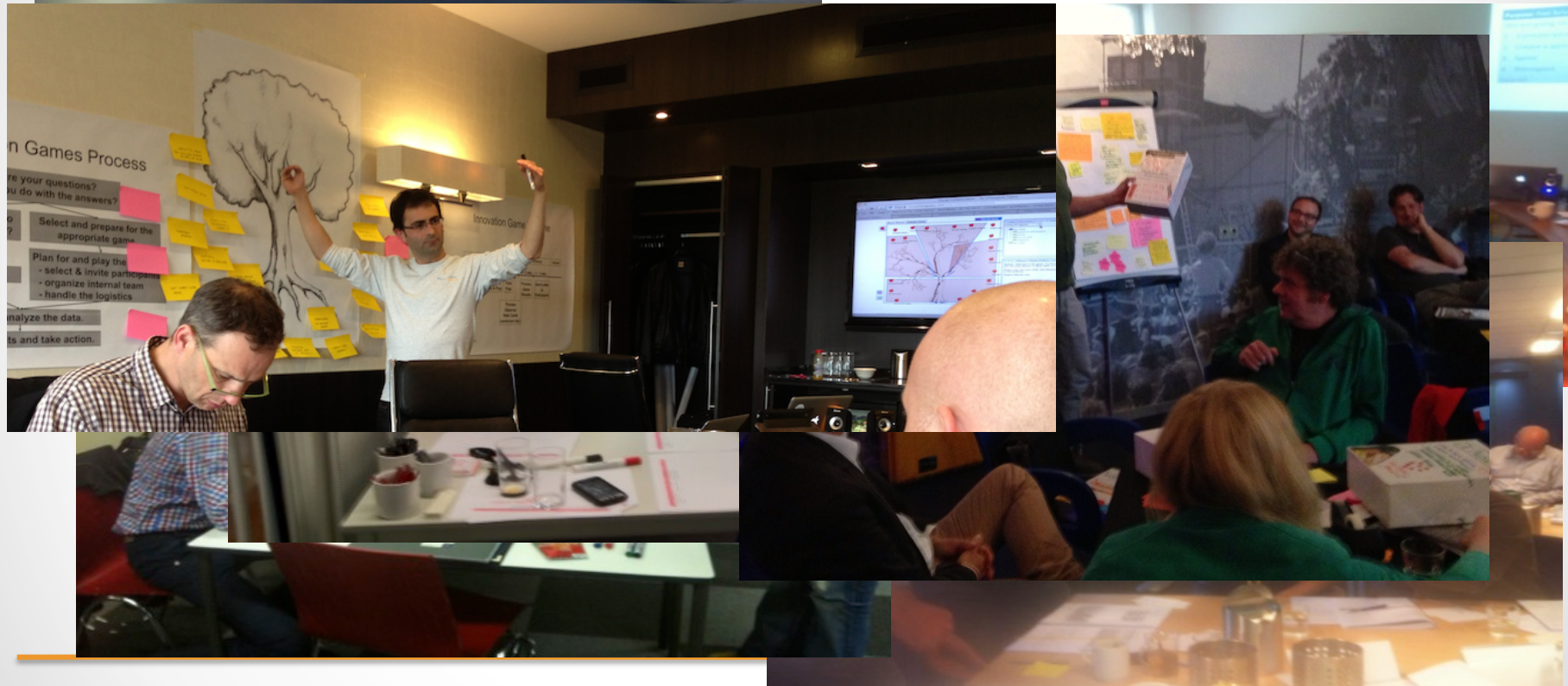
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[www.agilix.nl](http://www.agilix.nl)

- Share game session patterns that worked for me.
- Learn from each other on game session design.
- NO Q&A at the end.
  - Competing Programs
  - Board of directors + Exercise
  - Broad engagement + Exercise
  - Management Team
- Just a thought
- Did this in San Jose CA & Vienna earlier this year.

# What is going on?



# Competing Programs

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Multiple programs want stuff done from single department.

Decide monthly what is best to do.

Optimize the whole.

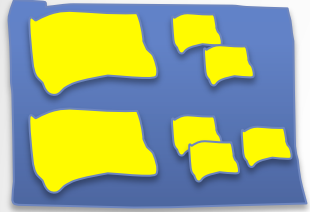




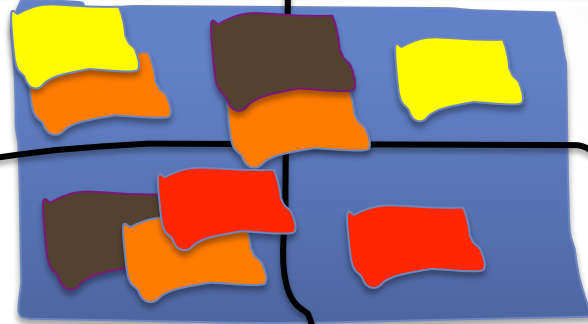
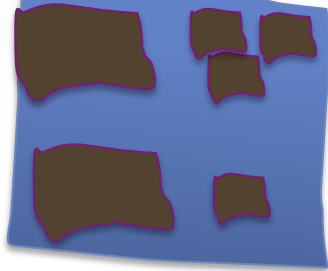
# The games flow

Cost of Delay - Effort

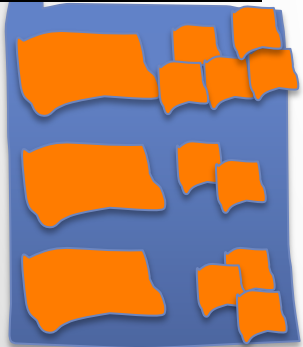
Project A



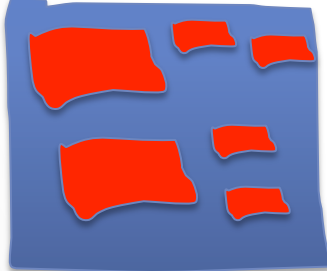
Project D



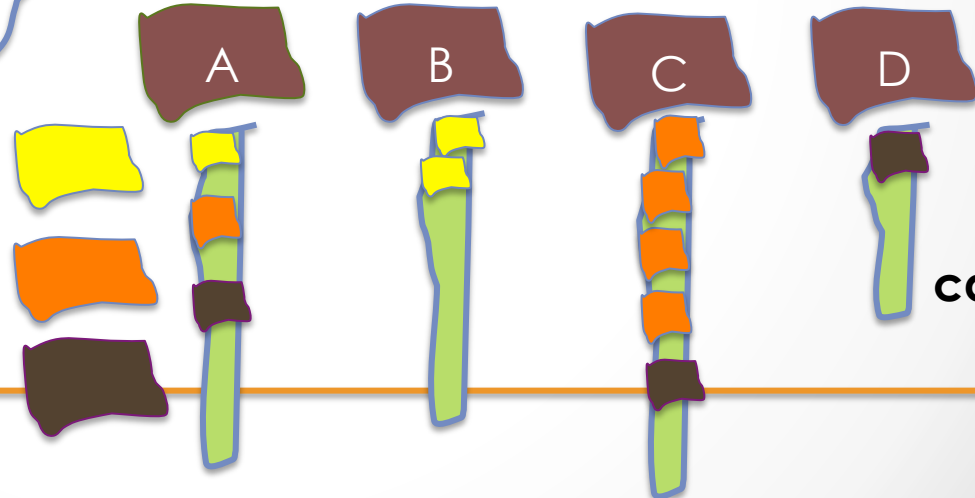
Project B



Project C



Constraints Game



capacity

- You need a strategic priority setting
  - Program managers need to prepare Cost Of Delay
  - State the rules of the games and session very clearly
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# Board of directors

Why games work and how they could use it in their companies.

From island thinking to holistic thought.

Create empathy among all directors.



## 1st Session

Understand serious gaming & how to use it in your organization.

### **Program:**

- Why innovation?
  - Structure & leadership styles.
  - How to get there from where you are now.
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## 2nd Session

Play serious games and experience that it works.

### **Program:**

- Buy a feature
- Cover story
- Prune the product tree

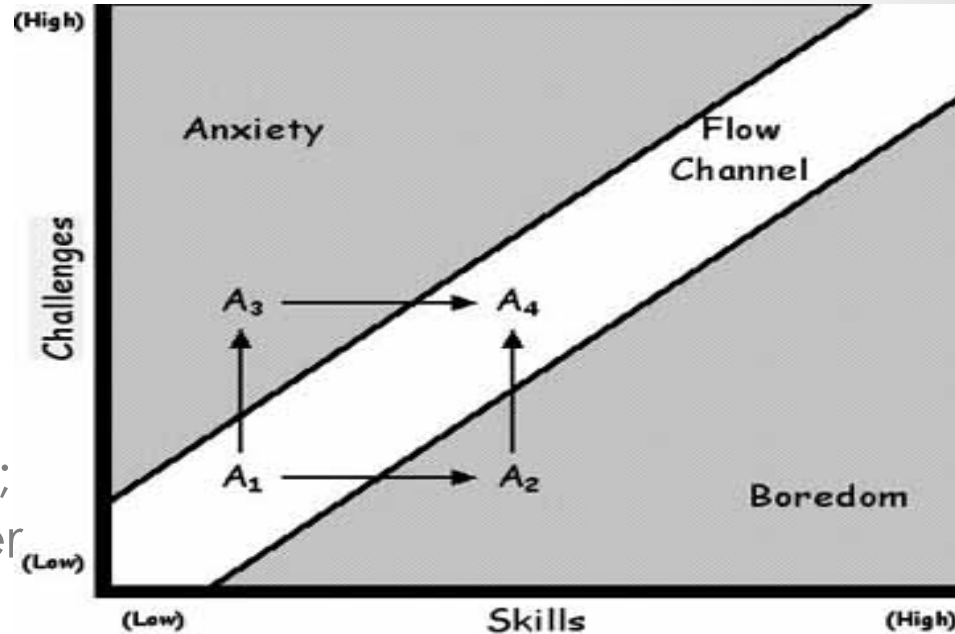
# OUCH!!!!

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# The magic of engagement

- Clear goals that, while challenging, are still attainable;
- Strong concentration and focused attention;
- The activity is intrinsically rewarding;
- Timelessness;
- Immediate feedback;
- Knowing that the task is doable;
- Feelings of personal control over the situation & outcome;
- Complete focus on the activity.



From *Flow: The Psychology of Optimal Experience*  
by Mihaly Csikszentmihalyi (page 74)



# Your game session?

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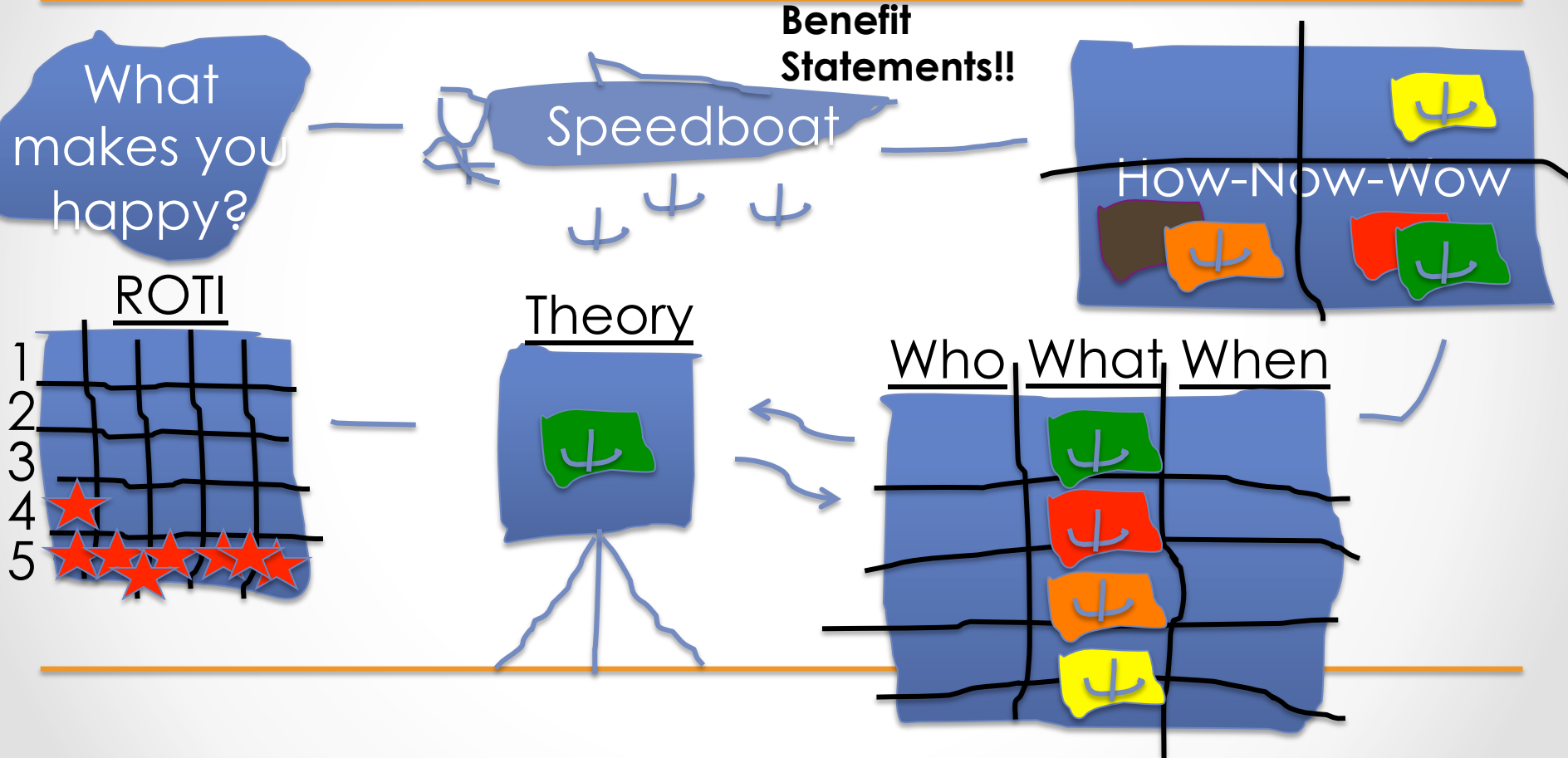
## GOAL

- Why games work and how they could use it in their companies.
- From island thinking to holistic thought.
- Create empathy among all directors.
- Action plan as a result.

## RULES

- 1 design per table
  - Design a session for a 3-4 hours duration
  - 15 minutes exercise
  - Present to the group in 2 minutes.
  - How do you connect the games???
-

# The games flow



- Start with games a.s.a.p. to get people engaged.
  - Let people come up with a benefit statement for each anchor for input next game.
  - The real insights come when people are placing the anchors and discussing them with others. Let people rotate and use affinity diagramming all the way.
  - Create new anchors while playing!!
  - Use acceptance criteria for who-what-when.
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# Broad engagement

## Goal

- Engage our employees to use more of their intellectual capacity for the good of the company
- How can we make our customers see us as the best in its market on service and value for money?



# Your game session?

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## GOAL

- Engage our employees
- Discover how can we make our customers see us as the best in its market on service and value for money?.

## RULES

- 1 design per table
  - Design a session for a 3-4 hours duration
  - 15 minutes exercise
  - Present to the group in 2 minutes.
  - How do you connect the games???
-

# Approach

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- Plan for 300 people in 10 rounds of games.
  - Random invitation of people from various departments.
  - 5 Weeks, 2 sessions a week, 30 people per session.
  - 4 groups per session of around 8 people per group
  - Presented an intro to serious gaming.
  - Create a common goal for the session.
  - Management present as observers (experience yourself).
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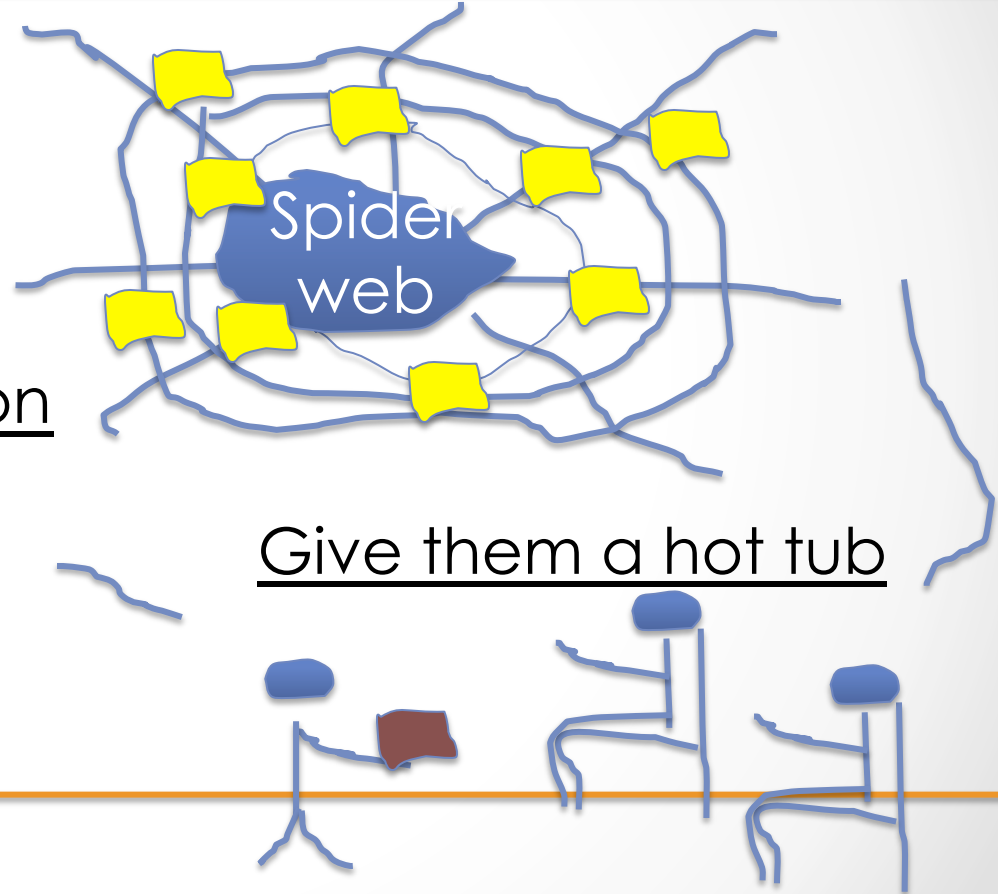
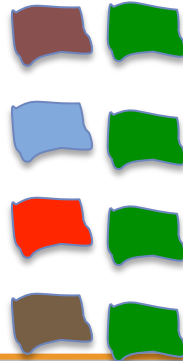


# The games flow

Room for improvement



20-20 vision

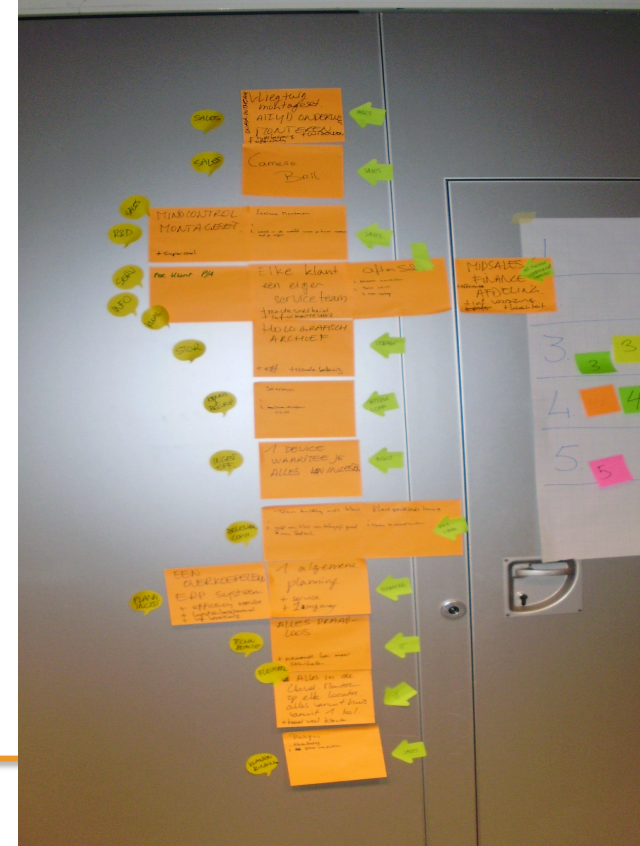


innovation games  
Summit

- 



# Give them a hot tub





# Some results

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## IDEAS

- Audience directs public through a glasses camera / sensor, software controlled
- We need to play these games with our customers
- Employees involved in HR selection process

## INSIGHTS

- No shared and understood customer goal among employees.
- Progress towards customer agreement is unclear.
- Unclear for customer
  - Who does what? Who do I need to call?
  - Customer – Helpdesk communication is poor.
- Insufficient feeling with other departments



- Prepare group selection of Spiderweb for better results.
  - Let people volunteer for the game.
  - Hot tub is about cognitive dissonance, facilitate them to a working alternative!
  - People where excited when was announced that teams were being formed to execute some of their ideas.
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# Management team

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## Goal

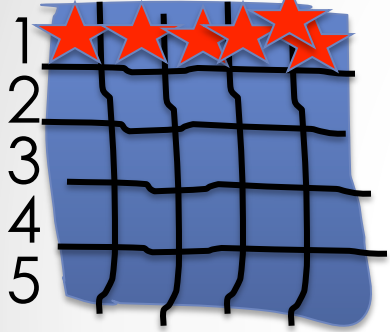
- Stop the fighting because company is suffering from it.
- Get the team on track to becoming a team.



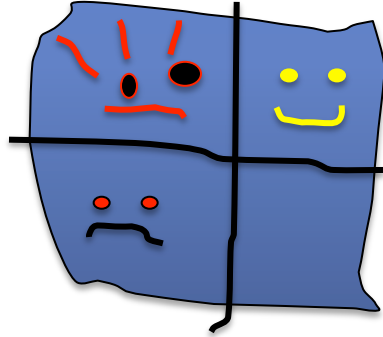


# The game flow

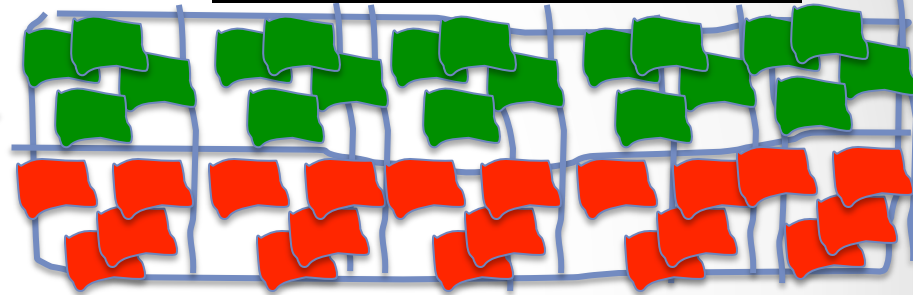
Satisfaction



Mad Sad Glad



Team Effectiveness



ROTI



Action  
plan



Remember the future

# Mad-Sad-Glad

Created enough trust for taking the next step to personal level.



# Team effectiveness

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What behaviour contributes  
What behaviour degrades

Everyone took home their  
stickies to work on them.



- Provide real examples from yourself while introducing the games. If you show vulnerability it helps others.
  - Prepare the leader of the team. Use him as an example if possible.
  - Inspect & adapt during the session.
  - Prepared people for opening up and then evaluated if the people where ready
  - For the deep going games. If people where not ready we had different options available for taking different course.
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## Games all they way

- Start with getting attention
    - Check In, Satisfaction Histogram, Personal History, Mad Sad Glad
  - Next create awareness of the challenges (**Divergence**)
    - Speed Boat, SpiderWeb, Team Effectiveness, ...
  - Provide opportunity for generating ideas of change (**Convergence**)
    - Give them a hot tub, Now-How-Wow, Remember The future, ...
  - Close with concrete actions.
    - Who-What-When, 20-20 vision, ...
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# *Just a thought...*

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- What about sharing our patterns on game session design with others?
  - What about writing it up in a co-written booklet?
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# THANK YOU!



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